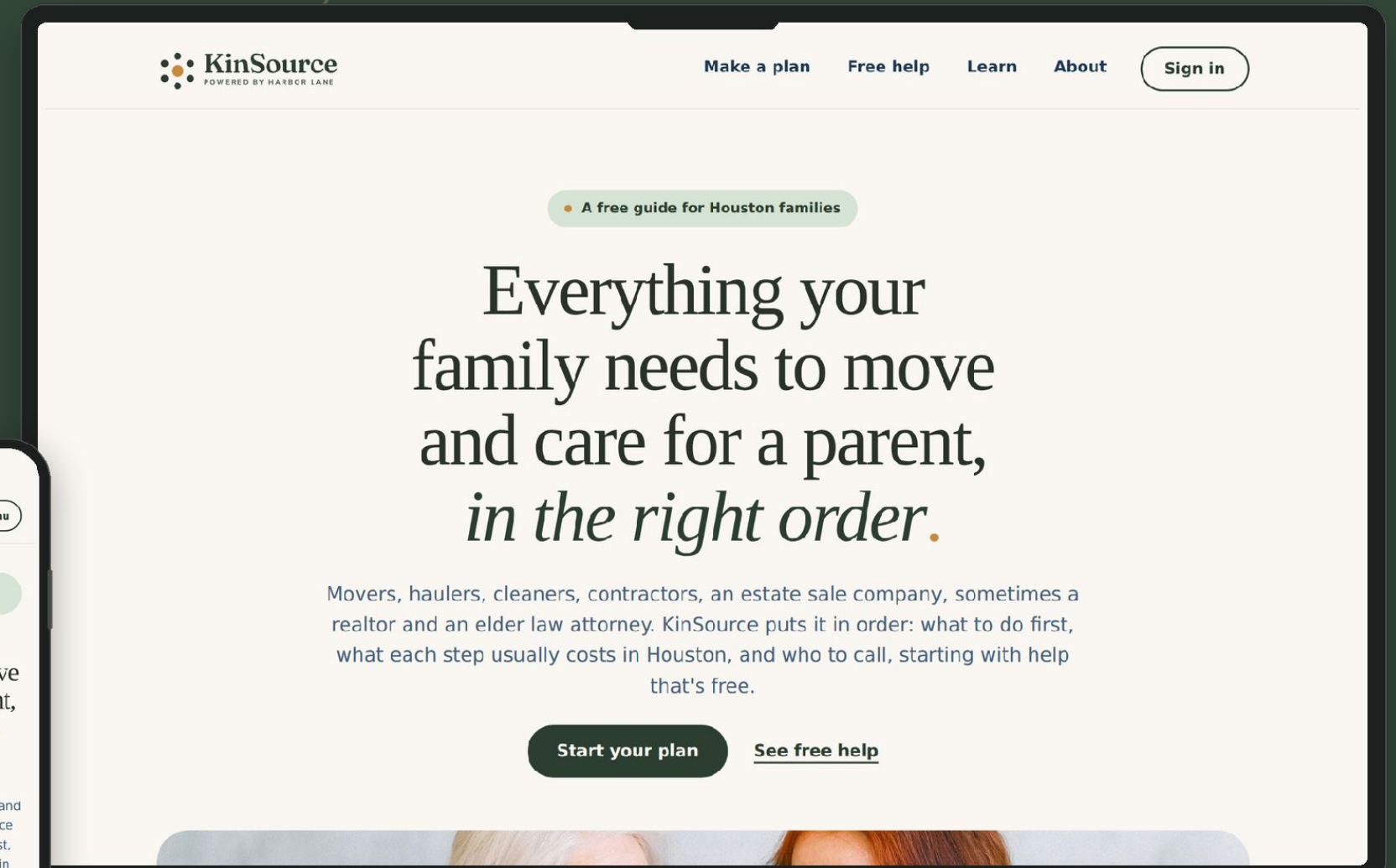
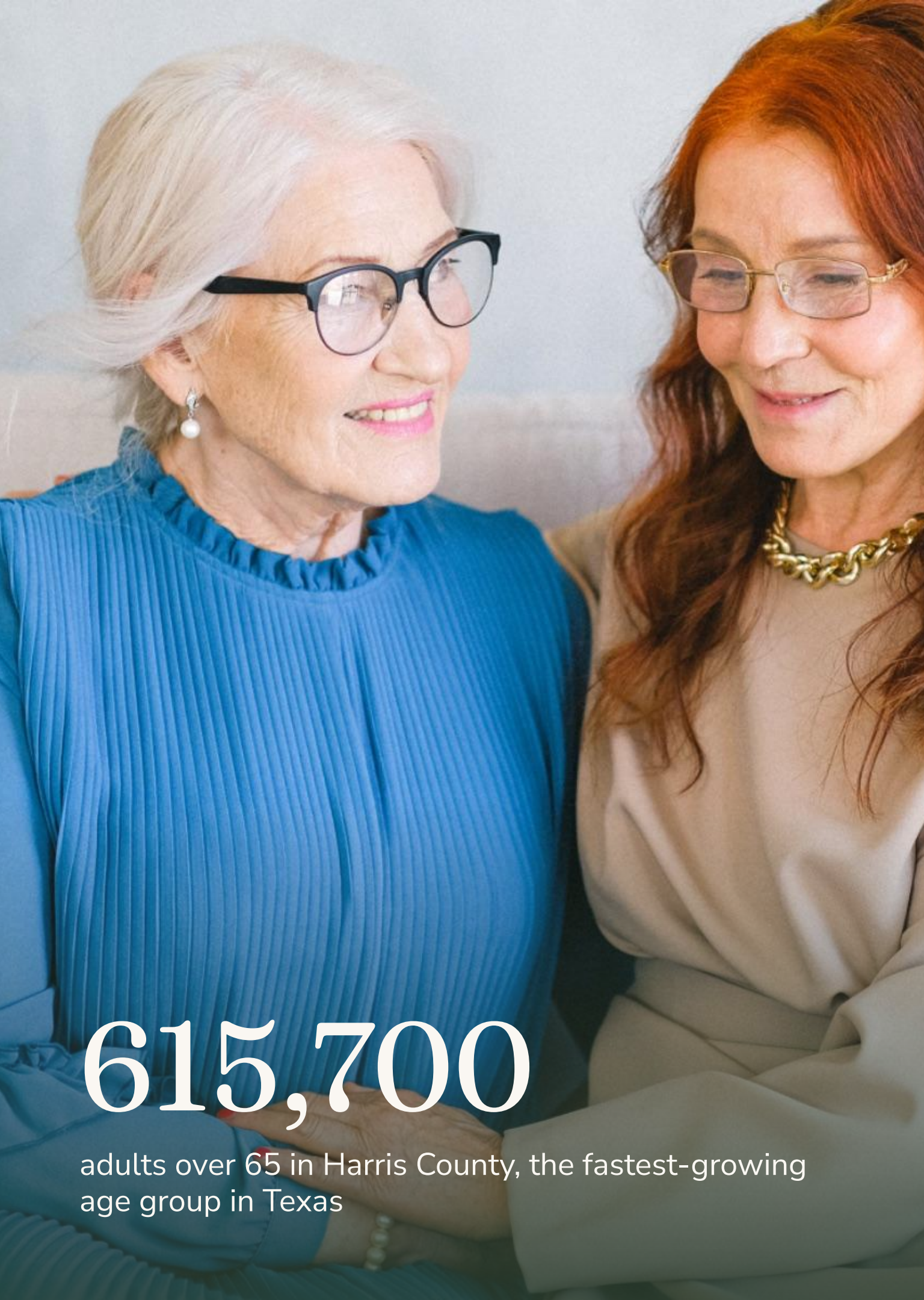


KinSource

Everything your family needs to move and care for a parent, *in the right order.*





615,700

adults over 65 in Harris County, the fastest-growing age group in Texas

02 — THE PROBLEM

Every day in Harris County, a family gets the call. *Then they Google.*

Mom fell. Dad can't do the stairs. The house has to go.

A mover here, a hauler there, a contractor from a Facebook group. Five or six vendors, found in a crisis, often from another city, in the margins of a full-time job.

Six-figure decisions about a parent's safety, made with a search box.

5 to 6

separate vendors in a typical senior move, and every hurricane season turns planned moves into emergencies

If we do nothing: more falls, more rushed moves, more families paying twice to fix what was done in the wrong order.

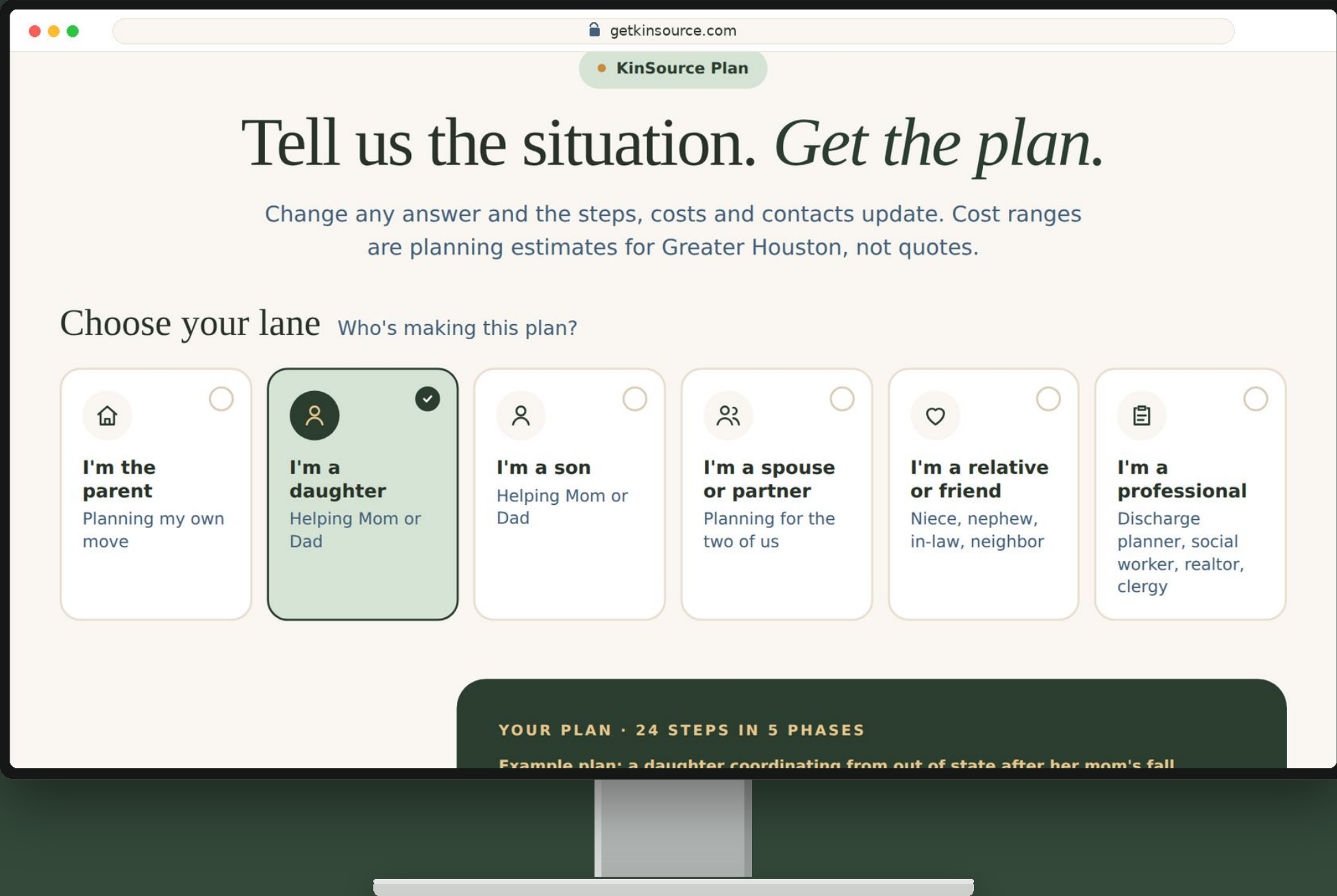
Every piece exists. *Nobody owns the order.*

WHAT A FAMILY NEEDS	PUBLIC	NONPROFIT	PRIVATE
Benefits and in-home care	☒ Covered	☐ Partly	☐ Partly
Powers of attorney	☐ No	☐ Income-limited	☒ Covered
Sorting, the move, the clear-out	☐ No	☐ No	☒ Covered
Storm displacement	☐ Shelter only	☐ Partly	☐ No
What first, what it costs, who to call	☐ No one	☐ No one	☐ No one

Agencies cover benefits and crisis help. The move itself is almost entirely commercial. *No agency owns the sequence, no app has filled it, and the family carries it alone.*

Tell us the situation. *Get the plan.*

- 1 Choose your lane**
Parent, daughter, son, spouse, relative or friend, or a professional. The wording changes with the lane.
- 2 Answer a few questions**
What's happening, where the parent goes next, what happens to the house, how soon.
- 3 Get a plan in the right order**
12 to 26 steps in five phases, each with a Houston cost or "Free" and who to call. Free help first, every time. Print it or share it.



- Under three minutes, no account, no jargon. getkinsource.com

Built to be trusted, *not to sell*.



Free help first, never behind a login

Every plan starts with the Aging & Disability Resource Center and 2-1-1. 18 public and nonprofit resources, always open.



Real Houston costs, with sources

29 cost lines checked against 88 named sources. 15 held, 14 changed. Every number has a date and a link.



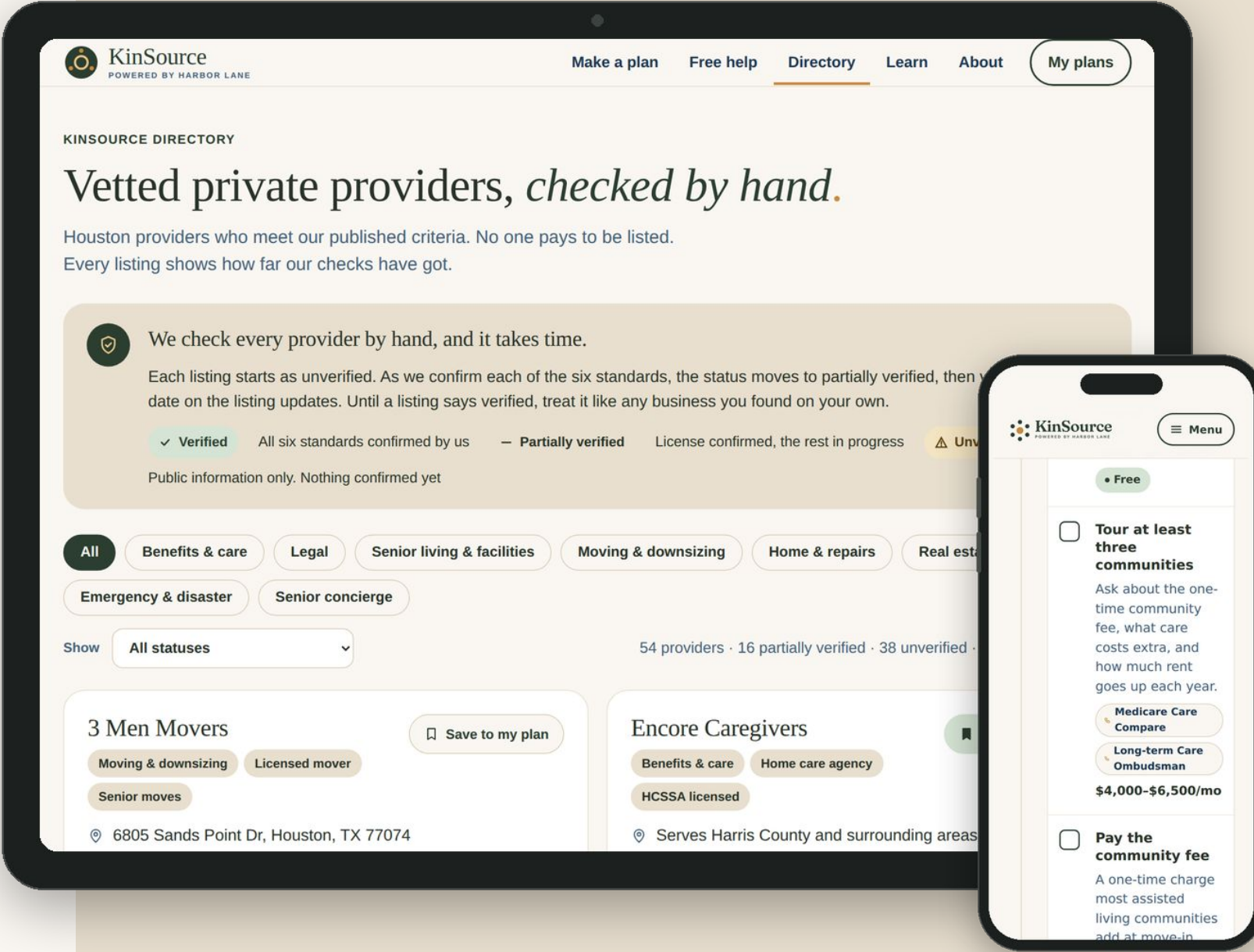
A directory that tells the truth

Six published standards, checked by hand. Every listing shows verified, partially verified or unverified, and the date that changed.



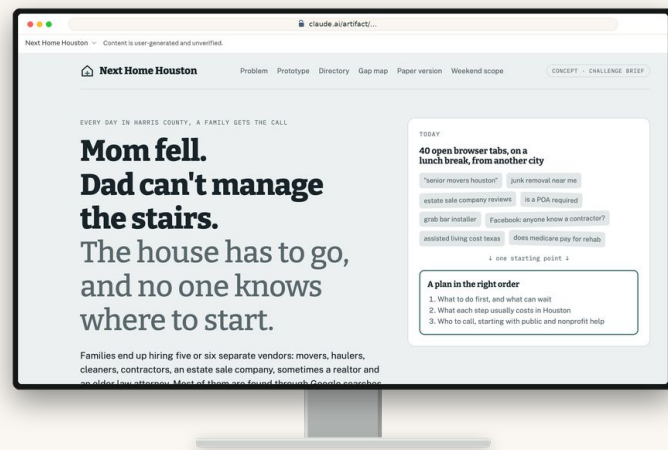
Works on paper and on a phone

A large-type PDF with a "Who to call" page, a text version for siblings, 19px minimum text, 44px tap targets.



Harbor Lane runs KinSource and is listed only if it meets the same standards, labeled as the steward. Today it doesn't, so it isn't.

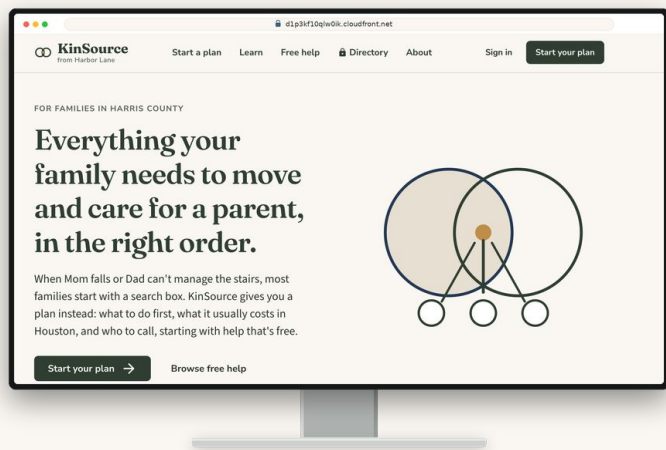
Three versions in three days, *one live site.*



V1 · FRIDAY

Next Home Houston

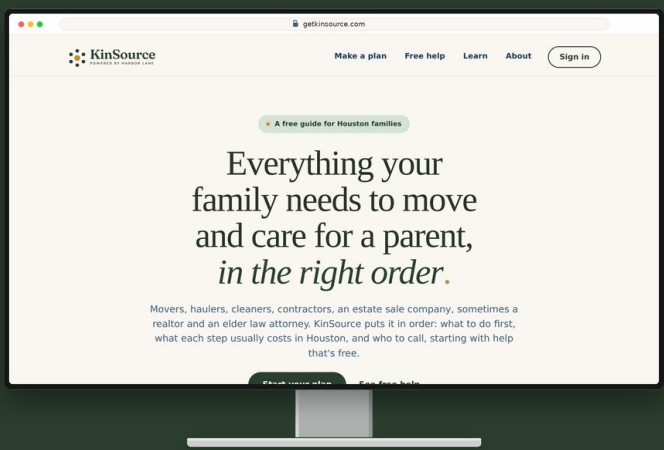
One page from the challenge text: four questions, a phased checklist, 15 free resources and the gap map.



V2 · SATURDAY

Round 2 build

Six lanes, accounts, saved plans, a locked Directory, guide cards and a neutrality-first About page.



FINAL · SUNDAY

getkinsource.com

Sourced Houston costs, a "Before you start" guide per situation, 54 directory candidates with honest statuses, all 350,400 plans tested.

Designed in Claude Design, using Claude code, and built in Lovable on Supabase. One data file holds every cost and every word, so the screen, the PDF and the shared text never disagree.

Cheap to run. *The work is the vetting.*

01 What it costs

Hosting, accounts and the database run on Lovable and uses Lovable Cloud for about \$100 a month. The real cost is people: about an hour per provider to confirm a license, insurance and pricing, and a few hours a quarter to recheck costs. In addition to allocating a few hours to a developer to ensure the site is maintained accurately.

Year one: a part-time curator/researcher and contract developer roughly **\$55,000**.

02 What keeps it going

Harbor Lane stewards it and does the vetting. Named sponsors are welcome only if they can't affect who's listed or how they're ordered.

Every listed provider publishes a price range, so over time KinSource holds the Houston price data no survey publishes today.

03 How we'll know it works

- ^ Leading: plans made, PDFs downloaded, plans shared with family, providers moved to verified.
- Lagging: families who called free help first, discharge planners handing out plans, and costs re-verified on schedule.

A Houston where the call comes *with a plan attached.*

615,700

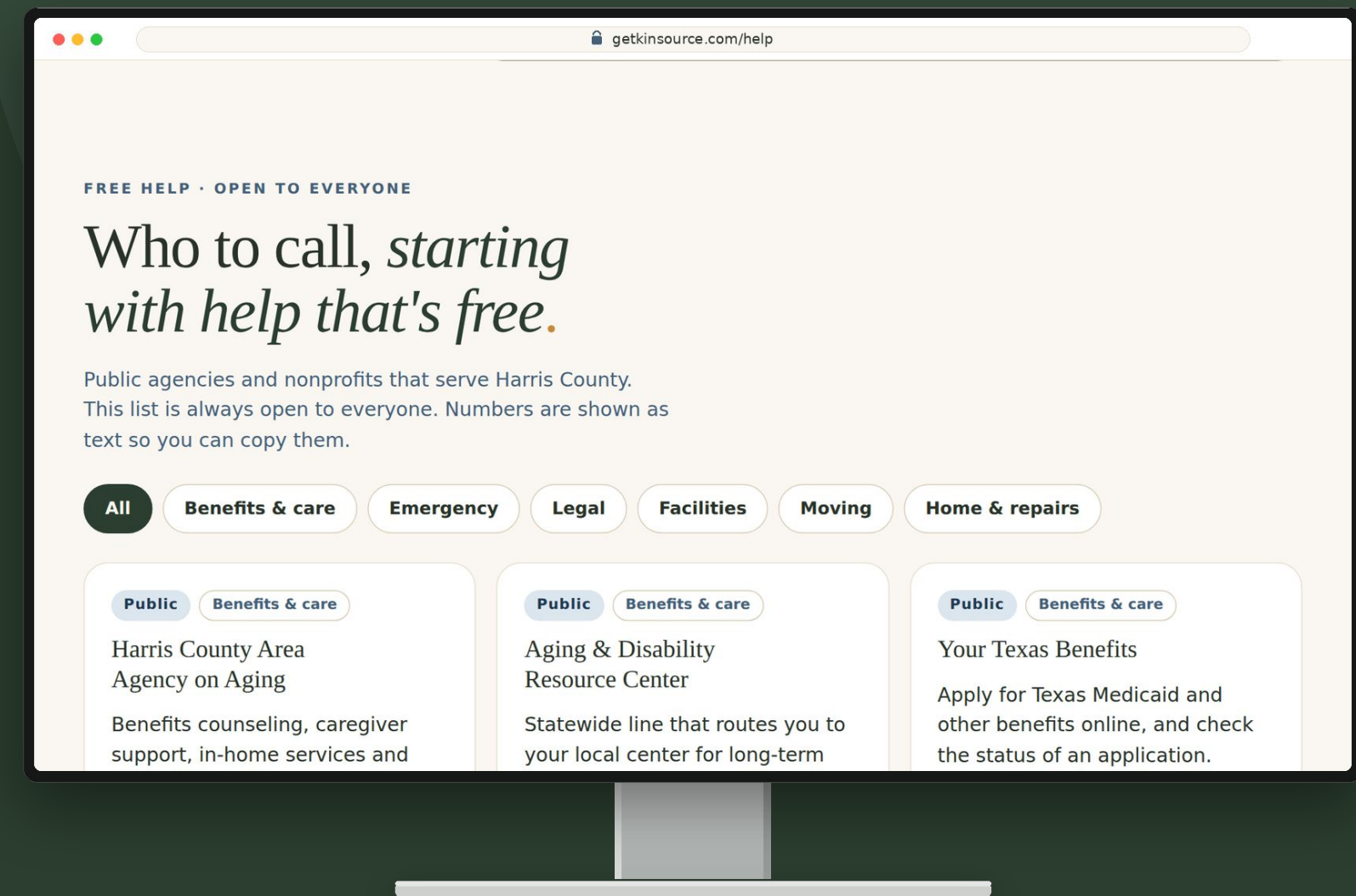
older adults in Harris County, plus the children, spouses and friends helping them. Reaching 1% is thousands of families a year.

First

free help before any paid step: benefits, in-home services and repair programs families miss because nobody said call the ADRC first.

Fewer

rushed moves and second moves. Paperwork signed while it's simple, the right home chosen once, and storm season planned in May instead of the night before landfall.



We'll report plans made, free-help-first rates, verified providers and discharge-planner adoption on the site itself.

We've lived this problem, *from both sides.*



Karee Laing

Co-founder and CEO, Harbor Lane

Runs a Houston senior transition company. Brought the challenge, the families' stories and the brand.



Radica McKenzie

Head of Growth and Partnerships, Harbor Lane

Owns the partnerships and the provider vetting that turns unverified listings into verified ones.



Julio Gonzalez

Developer and mentor

Built the working prototype the plan logic grew from, and kept the build honest.



Deepti Jain

Research

Resources, costs and the gap map: the facts behind every number a family sees.



Harbor Lane sees five or six vendors per family every week. *We built the tool we wished families had before they called us.*

From prototype to pilot *by hurricane season.*



1

Introductions

Hospital discharge planners, the Harris County Area Agency on Aging and 2-1-1 Texas, so a family leaves the hospital with a plan in hand.



2

Vetting help

Volunteers or a partner to phone-confirm licenses, insurance and pricing for the first 54 providers, so unverified becomes verified. And also to continue as we add more partners.



3

Seed funding

About \$55,000 for a part-time curator/researcher for a year, a contract developer to ensure the site is updated and maintained and for all licenses, hostings, and fees. We also want to add Spanish and Vietnamese versions, and a text-message plan for families without a laptop.

We'll report back with plans made, free-help-first rates and verified providers, on the site, not in a once-a-year survey.



Thank you.

The help exists. Now there's a place that tells you *the order*.

Karee Laing, Harbor Lane Senior Concierge

hello@harborlanesenioreconcierge.com getkinsource.com

